

WHAT IS CLAIMED IS:

1. A promotional device having indicia of credit associated therewith for effecting operation of at least one specific gaming application on a gaming machine which is in communication with the promotional device, the promotional device identifying the at least one specific gaming application and limiting use of the credit thereto.

2. The promotional device of claim 1 further comprising visual elements on the promotional device representing the at least one gaming application.

3. The promotional device of claim 1 wherein the at least one specific gaming application comprises one specific gaming application.

4. The promotional device of claim 1 wherein the at least one specific gaming application comprises a plurality of specific gaming applications.

5. The promotional device of claim 1 wherein the promotional device comprises a printed ticket and wherein the indicia of credit comprises a bar code on the printed ticket.

6. The promotional device of claim 5 wherein the bar code also identifies the at least one specific gaming application.

7. The promotional device of claim 1 wherein the promotional device comprises a card having magnetic information stored therein which includes the indicia of credit.

8. The promotional device of claim 7 wherein the magnetic information also identifies the at least one specific gaming application.

9. The promotional device of claim 1 wherein the promotional device comprises
5 a card having a memory embedded therein which stores information corresponding to the indicia of credit.

10. The promotional device of claim 9 wherein the information identifies the at
least one specific gaming application.

11. The promotional device of claim 9 wherein the information identifies a user
to which the card and the credit corresponds.

12. The promotional device of claim 1 wherein the gaming machine is part of a
gaming network which includes a remote storage device, at least part of the indicia of credit
being stored in the remote storage device.

13. The promotional device of claim 12 wherein the promotional device identifies
a user, the part of the indicia of credit stored in the remote storage device being associated
20 with the user.

14. The promotional device of claim 1 further configured to identify an individual
authorized to redeem the credit.

15. The promotional device of claim 1 wherein the promotional device is configured to be inserted into the gaming machine to facilitate communication with the gaming machine.

5 16. The promotional device of claim 1 wherein the promotional device further comprises a wireless transmitter for communicating with the gaming machine.

17. The promotional device of claim 1 further configured to identify at least one gaming venue in which the promotional device may be employed.

10 18. The promotional device of claim 17 wherein the at least one gaming venue comprises multiple related gaming venues.

19. A gaming machine, comprising:
15 circuitry for receiving encoded information from a promotional device having indicia of credit associated therewith for effecting operation of at least one specific gaming application, the encoded information identifying the at least one specific gaming application;
and

20 a processor configured to determine whether the at least one specific gaming application is associated with the gaming machine, and, where the at least one specific gaming application is associated with the gaming machine, enable operation of the at least one gaming application in accordance with the credit.

20. The gaming machine of claim 19 wherein the gaming machine is part of a gaming network which includes a remote storage device, at least part of the indicia of credit being stored in the remote storage device.

5 21. The gaming machine of claim 20 wherein the encoded information identifies a user, the part of the indicia of credit stored in the remote storage device being associated with the user.

10 22. The gaming machine of claim 19 wherein the circuitry comprises one of a magnetic card reader, a bar code reader, and a wireless receiver.

15 23. A method for operating a gaming machine, comprising:
communicating with a promotional device having indicia of credit associated therewith for effecting operation of at least one specific gaming application, the promotional device identifying the at least one specific gaming application;

determining whether the at least one specific gaming application is associated with the gaming machine;

20 where the at least one specific gaming application is associated with the gaming machine, enabling operation of the at least one gaming application using the gaming machine in accordance with the credit.

24. The method of claim 23 wherein the gaming machine is part of a gaming network having at least one gaming server associated therewith, and wherein enabling operation of the at least one gaming application comprises employing objects associated

with the at least one gaming application distributed among the gaming machine and the at least one gaming server.

25. The method of claim 24 wherein the network is one of a local area network
5 and a wide area network.

26. The method of claim 24 wherein the gaming machine is a stand-alone device.

27. The method of claim 23 further comprising identifying a specific user
10 associated with the promotional device.

28. The method of claim 27 further comprising altering a service associated with
the specific user for operation of the at least one gaming application in accordance with the
credit.
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29. The method of claim 28 wherein altering the service comprises disabling a
player tracking service.

30. The method of claim 27 further comprising verifying the promotional device
20 is being used by the specific user.

31. The method of claim 30 wherein verifying the promotional device is being
used by the specific user comprises receiving an authorization code.

32. The method of claim 30 wherein verifying the promotional device is being used by the specific user comprises receiving user information from a source other than the promotional card.

5 33. The method of claim 32 wherein the source comprises a player tracking card.

34. The method of claim 23 wherein communicating with the promotional device comprises receiving the promotional device in a receptacle associated with the gaming machine.

10 35. The method of claim 23 wherein communicating with the promotional device comprises receiving a wireless transmission from the promotional device.

15 36. The method of claim 23 further comprising identifying at least one gaming venue in which the promotional device may be employed.

37. The method of claim 36 wherein the at least one gaming venue comprises multiple related gaming venues.

20 38. A promotional device having indicia of credit associated therewith for effecting operation of at least one specific gaming application on a gaming site via the Internet, the promotional device identifying the at least one specific gaming application and limiting use of the credit thereto.